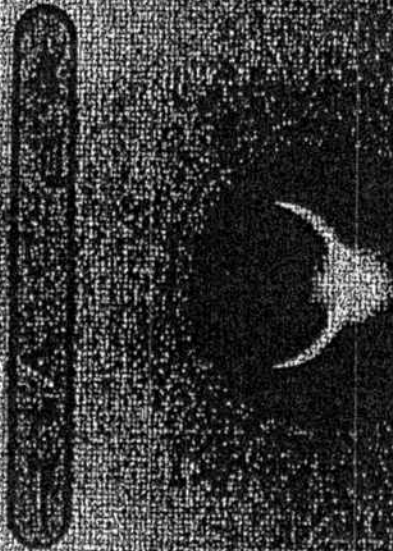


EXHIBIT O

INTRODUCING TITLEIST PRO-V1

PERFORMANCE
BEYOND
EXCEPTION



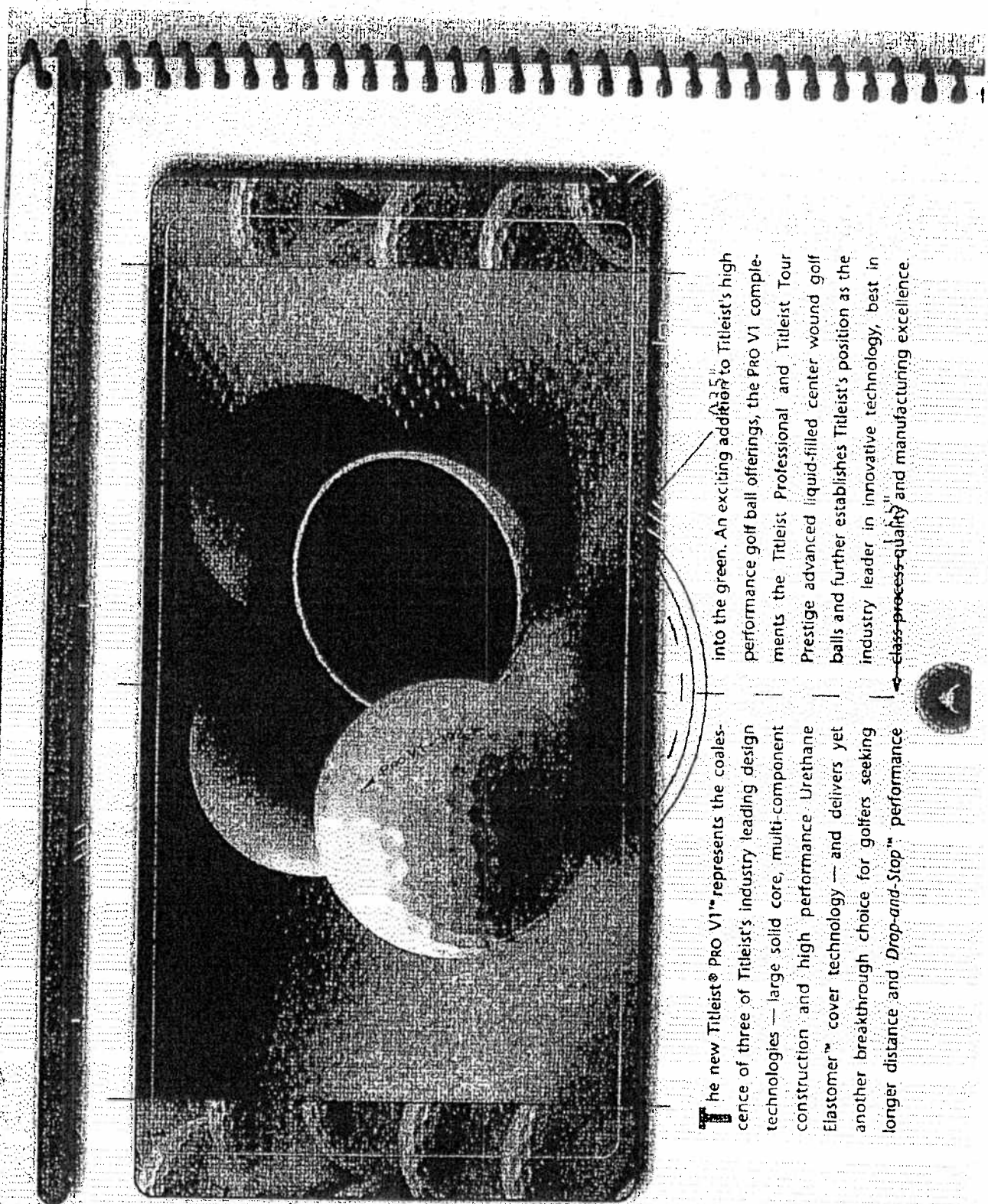
Titleist
a ballin' golf

LONG, STRAIGHT DISTANCE • SOFT FEEL •
DROP-AND-STOP PERFORMANCE

Case No. 06-91 (SLR)
PX-1121
Date Entered: _____
By: _____

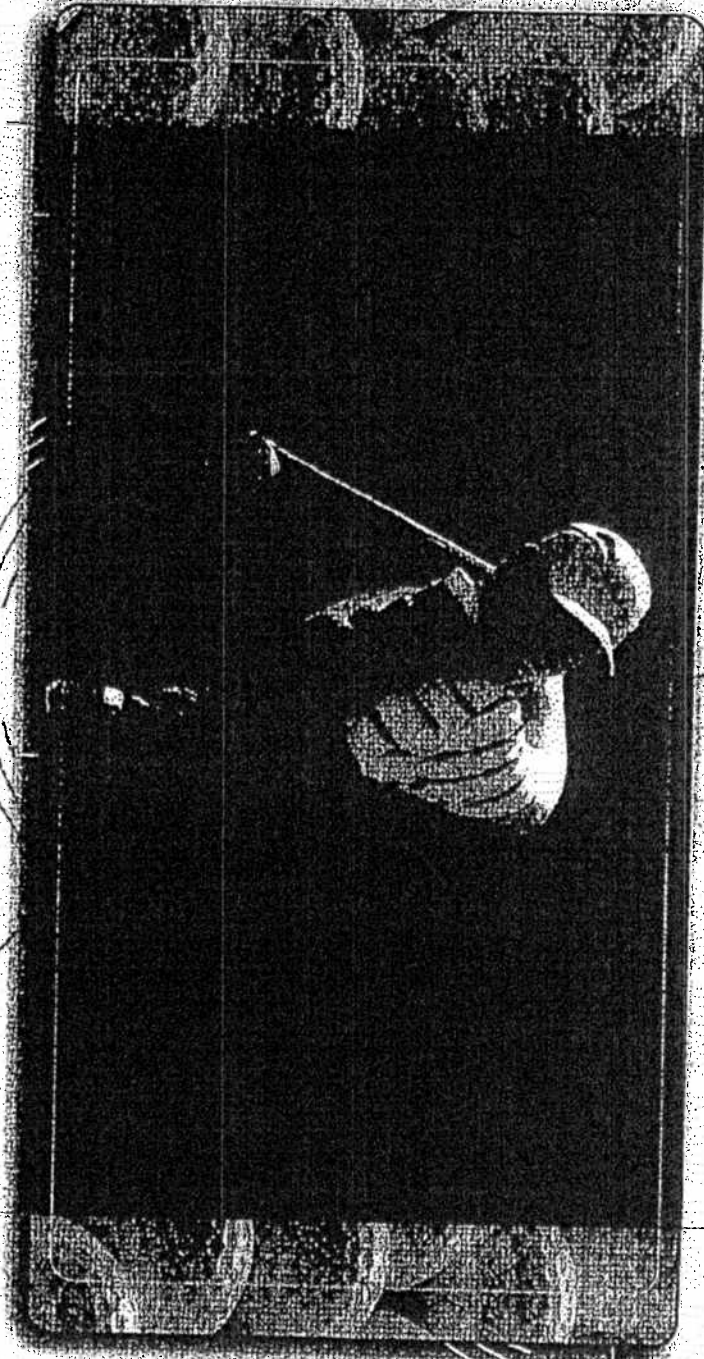
AC0044448

AC0044449



The new Titleist® PRO V1™ represents the coalescence of three of Titleist's industry leading design technologies — large solid core, multi-component construction and high performance Urethane Elastomer™ cover technology — and delivers yet another breakthrough choice for golfers seeking longer distance and *Drop-and-Stop™* performance

into the green. An exciting addition to Titleist's high performance golf ball offerings, the PRO V1 complements the Titleist Professional and Titleist Tour Prestige advanced liquid-filled center wound golf balls and further establishes Titleist's position as the industry leader in innovative technology, best in class ~~process-quality~~ and manufacturing excellence.

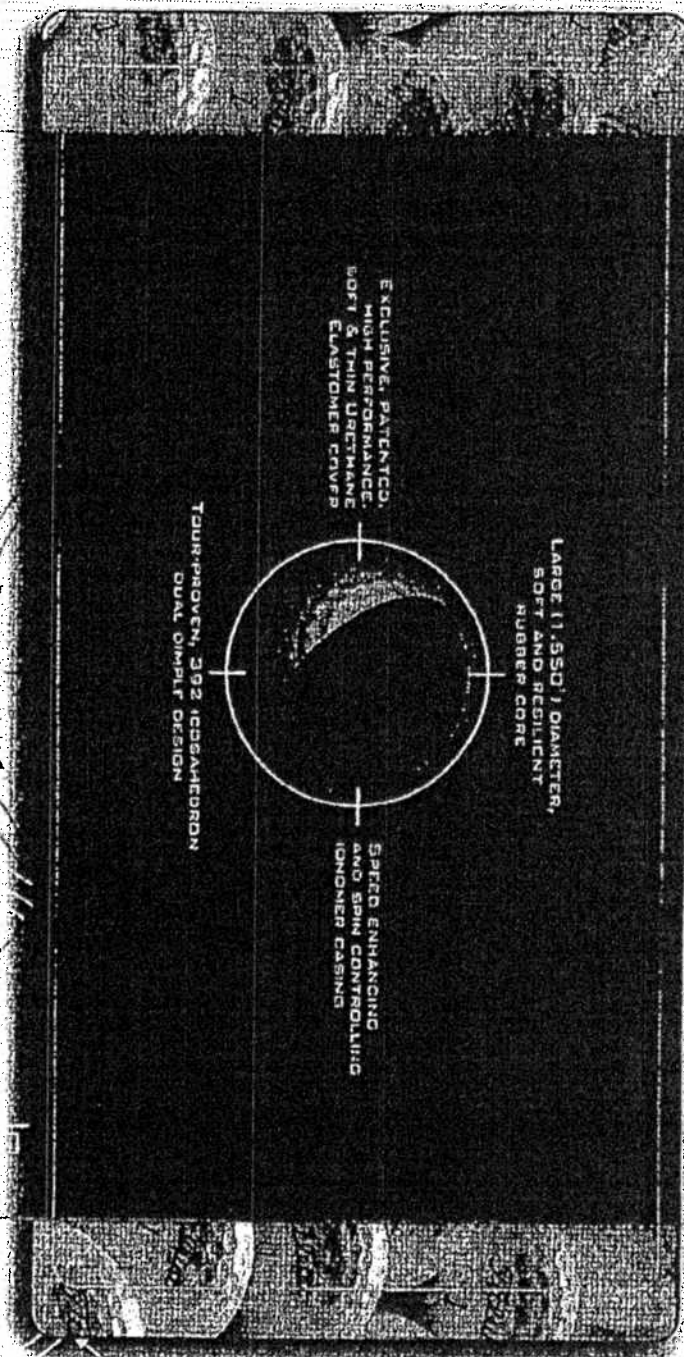


The Titleist tradition of winning technology has once again been reaffirmed on worldwide Tours via the widespread player acceptance and success already achieved with the new Titleist Pro V1. Before any new high performance Titleist golf ball is launched to the market, it must be tested, approved and validated at the highest levels of competitive golf to ensure that the product exceeds the

performance and quality expectations of the most discerning golfers. The success of the new Titleist Pro V1 in pre-market seeding is unprecedented, highlighted by ten worldwide wins in its first seven weeks, and more Titleist players than all competitive solid golf ball players combined. Titleist Pro V1 victories include Phil Mickelson, Davis Love III, Ernie Els, Mike Weir and Dottie Pepper to name a few.

The large core, multi-component, Urethane Elastomer cover technology of the Pro V1 delivers a balance of performance benefits demanded by serious golfers and unmatched by the competition. The Pro V1 features a large

(1.550") diameter core for maximum velocity and long distance, a speed enhancing and spin controlling ionomer casing and a thin, soft, Urethane Elastomer cover for short-game spin, feel and control.

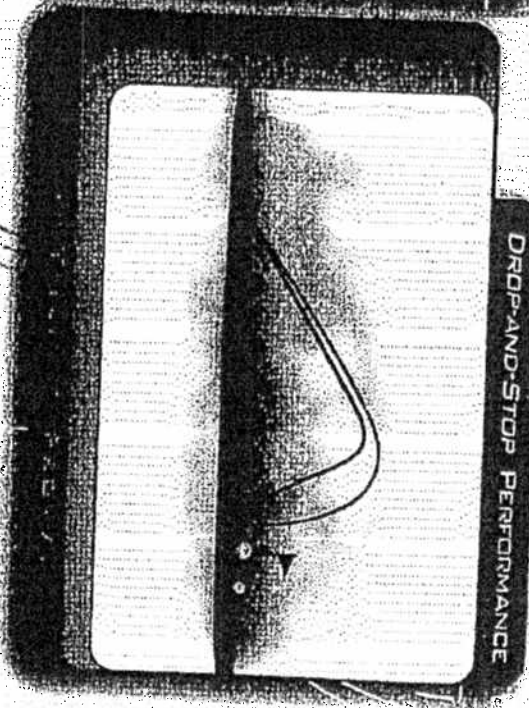
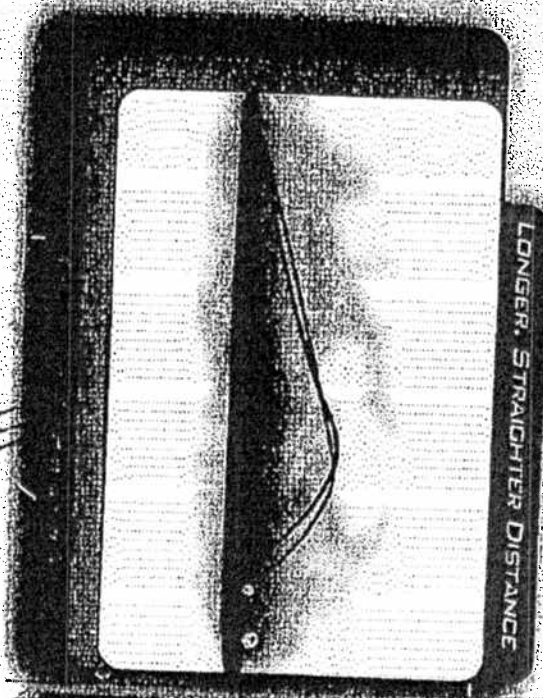


1.550"

For serious golfers seeking the next generation in Tour-level golf ball performance and technology, the Titleist Pro V1 delivers exceptionally long driver and iron distance, extremely tight ball flight, *Drop-and-Stop* performance into the green and soft feel.

• The high velocity, low spin and high launch of the Titleist Pro V1 combine to produce a flatter, less arcing ascent, as well as straight, tight ball flight for exceptional driver and long iron distance.

• The Titleist Pro V1 generates a steep angle of descent into the green and provides *Drop-and-Stop* performance on approach shots.



1.550

0.35"

AC0044453

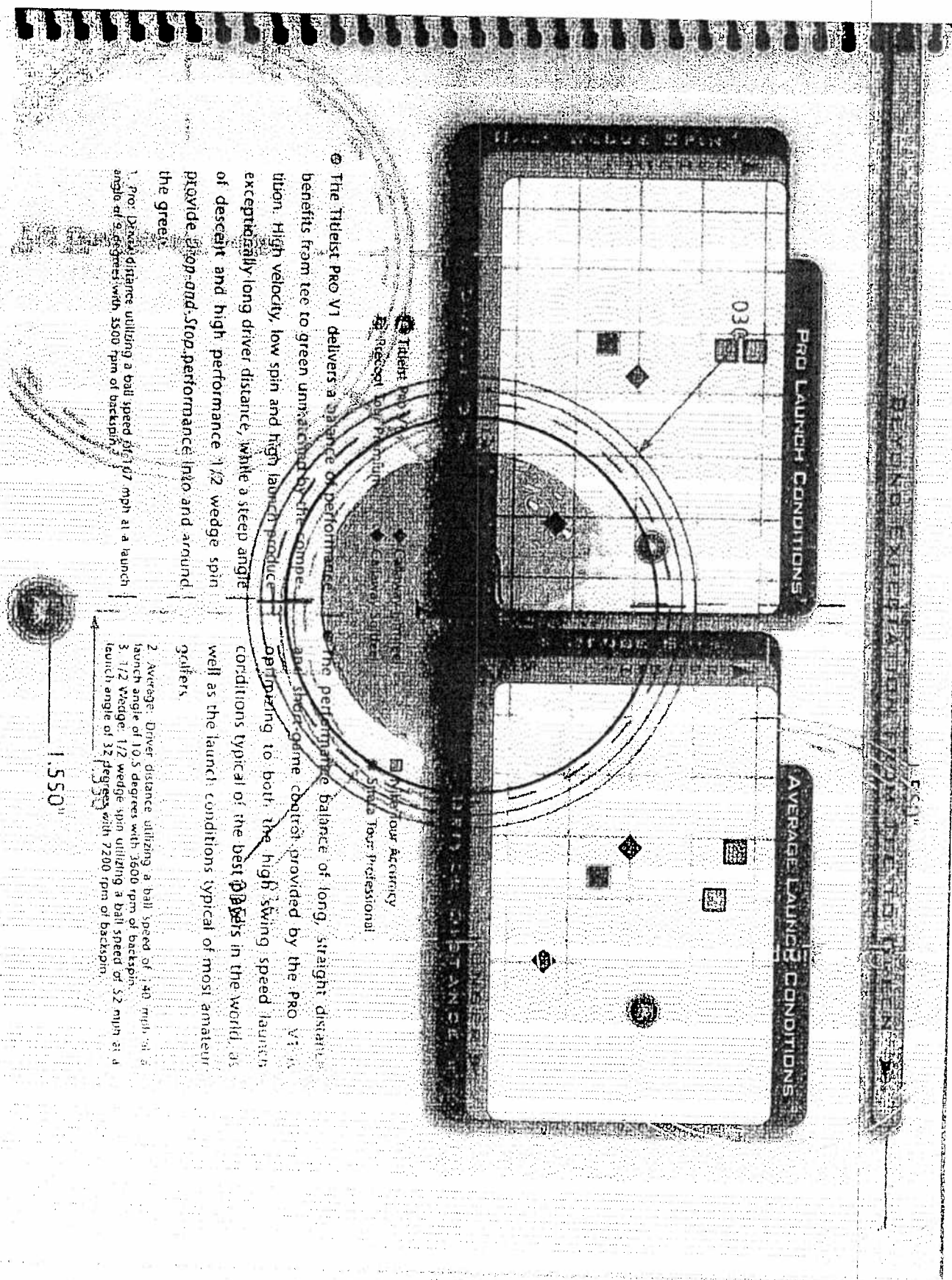


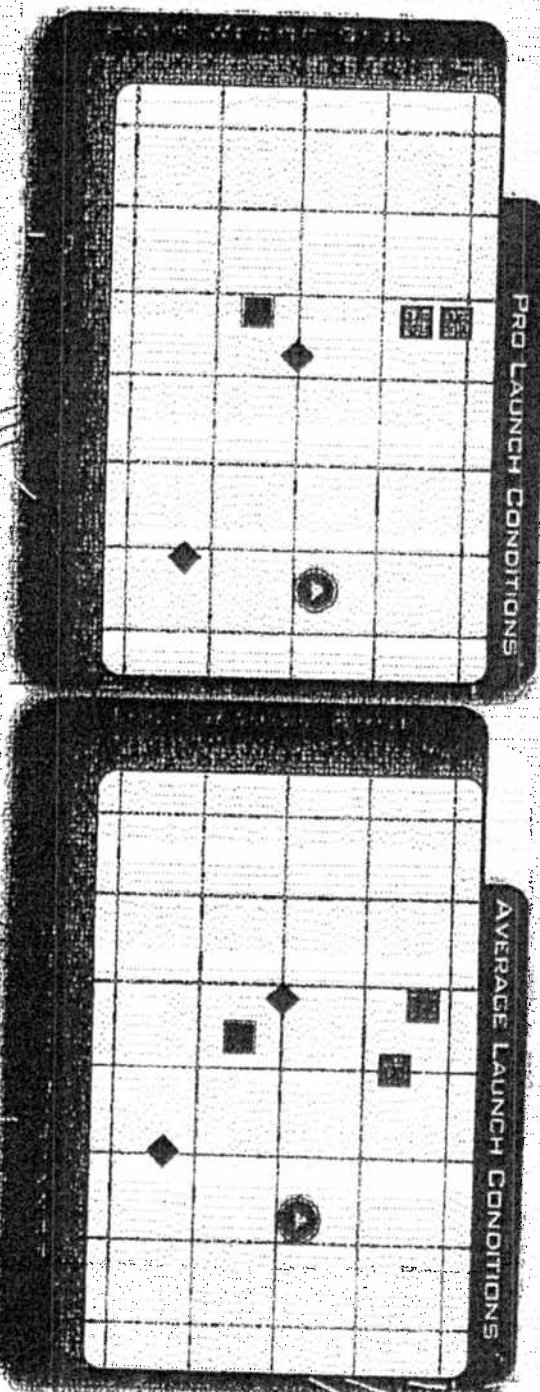
The new Titleist PRO V1 offers a unique balance of performance benefits from tee to green and is best suited to the large and growing segment of serious golfers who place more emphasis on long, straight distance. New breed, high ball speed

generating golfers like Sergio García, Phil Mickelson, Ernie Els and Davis Love III realize a significant distance advantage with the new PRO V1, without sacrificing the levels of spin, feel and control they require for scoring into and around the green.

1.5"







• The Titleist Pro V1 delivers a balance of performance benefits from tee to green unmatched by the competition. High velocity, low spin and high launch produce exceptionally long driver distance, while a steep angle of descent and high performance 1/2 wedge spin provide *Drop-and-Stop* performance into and around the green.

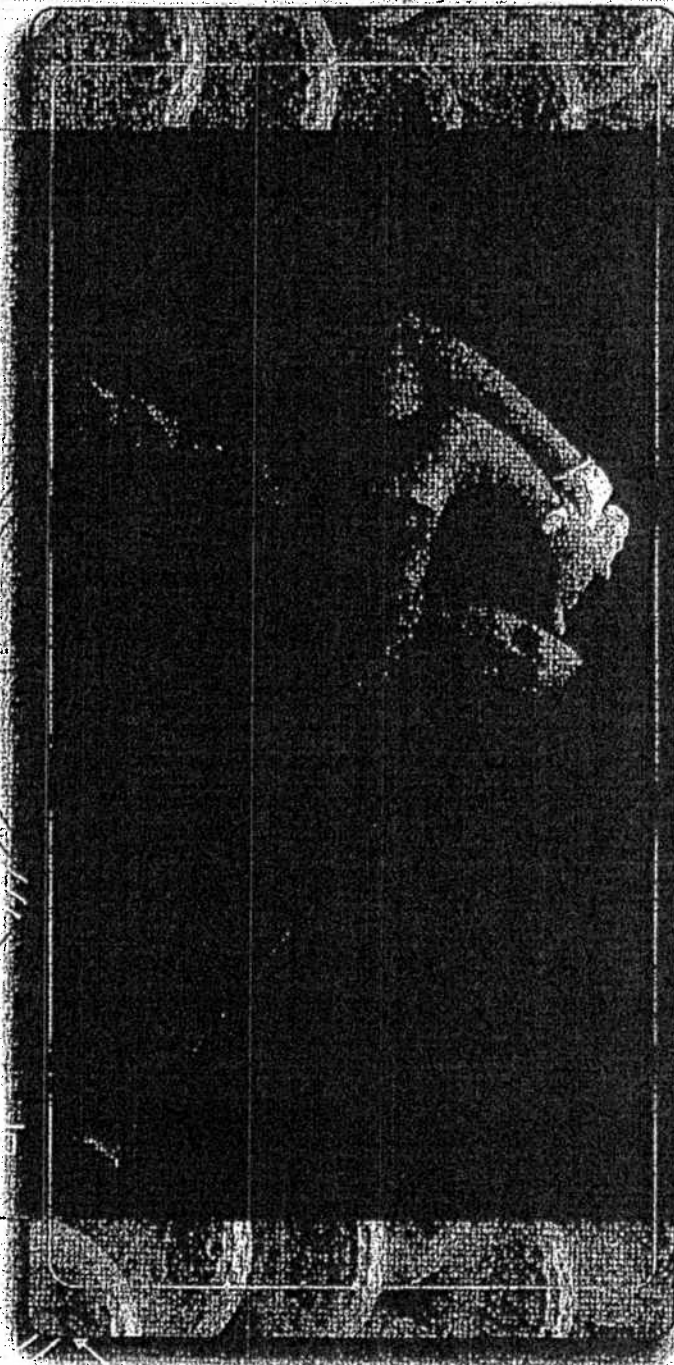
1. Pro: Driver distance utilizing a ball speed of 167 mph at a launch angle of 9 degrees with 3500 rpm of backspin.

• The performance balance of long, straight distance and short-game control provided by the Pro V1 is optimizing to both the high 35 mph speed launch conditions typical of the best players in the world, as well as the launch conditions typical of most amateur golfers.

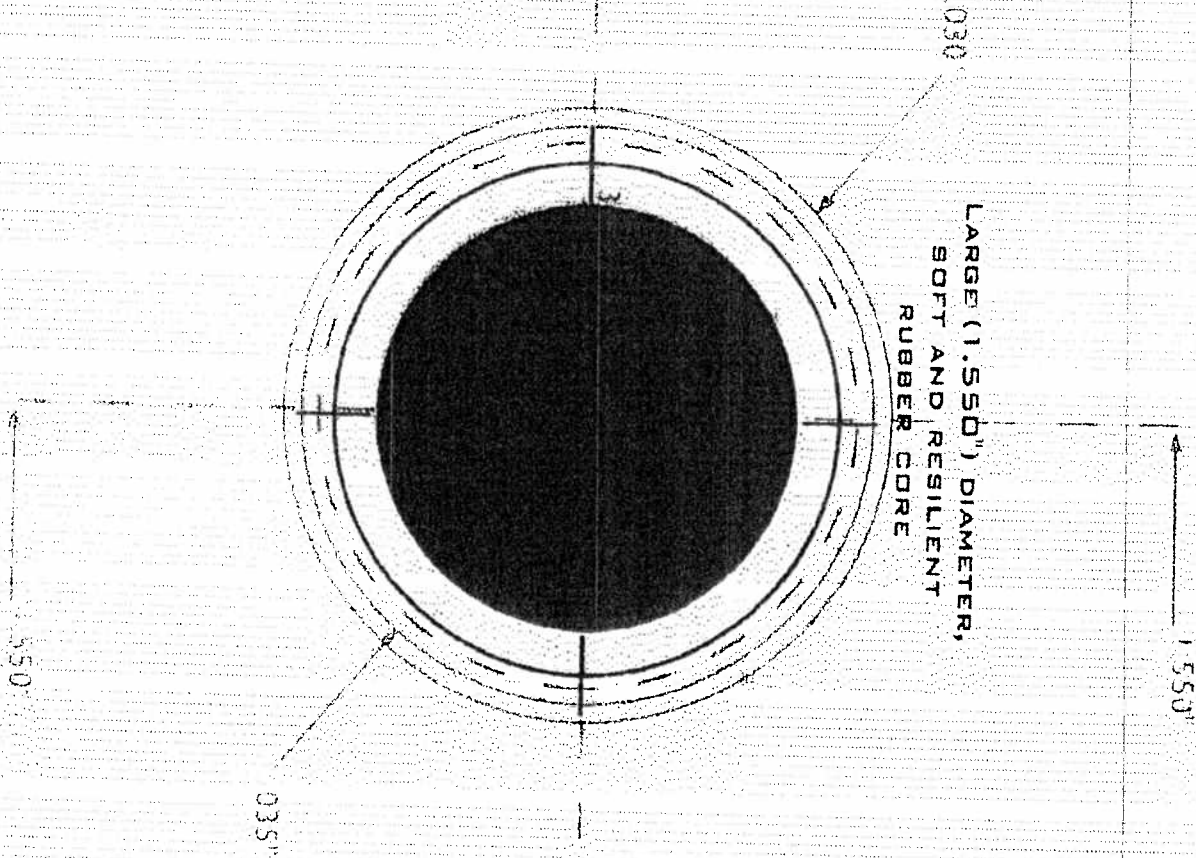
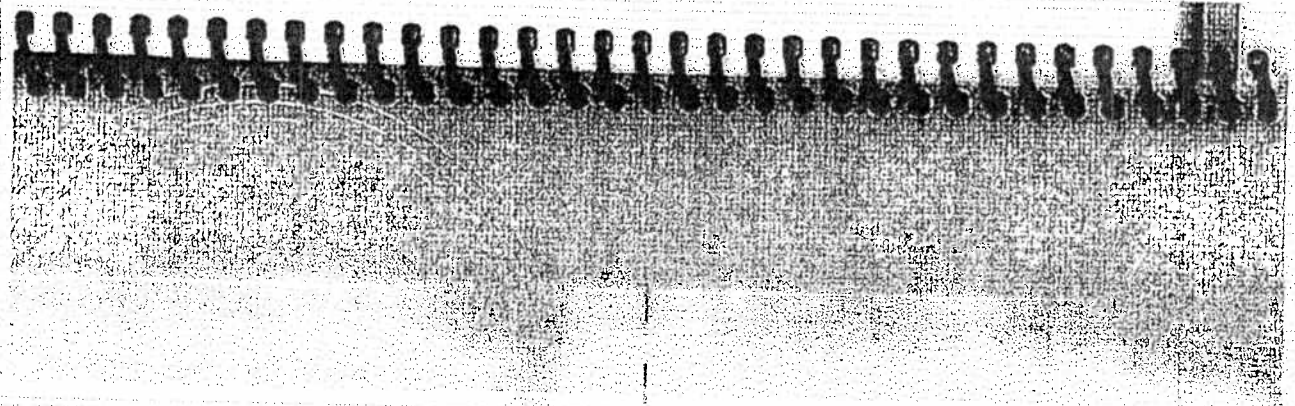
2. Average: Driver distance utilizing a ball speed of 140 mph at a launch angle of 10.5 degrees with 3600 rpm of backspin.
 3. 1/2 Wedge: 1/2 wedge spin utilizing a ball speed of 52 mph at a launch angle of 32 degrees with 7200 rpm of backspin.

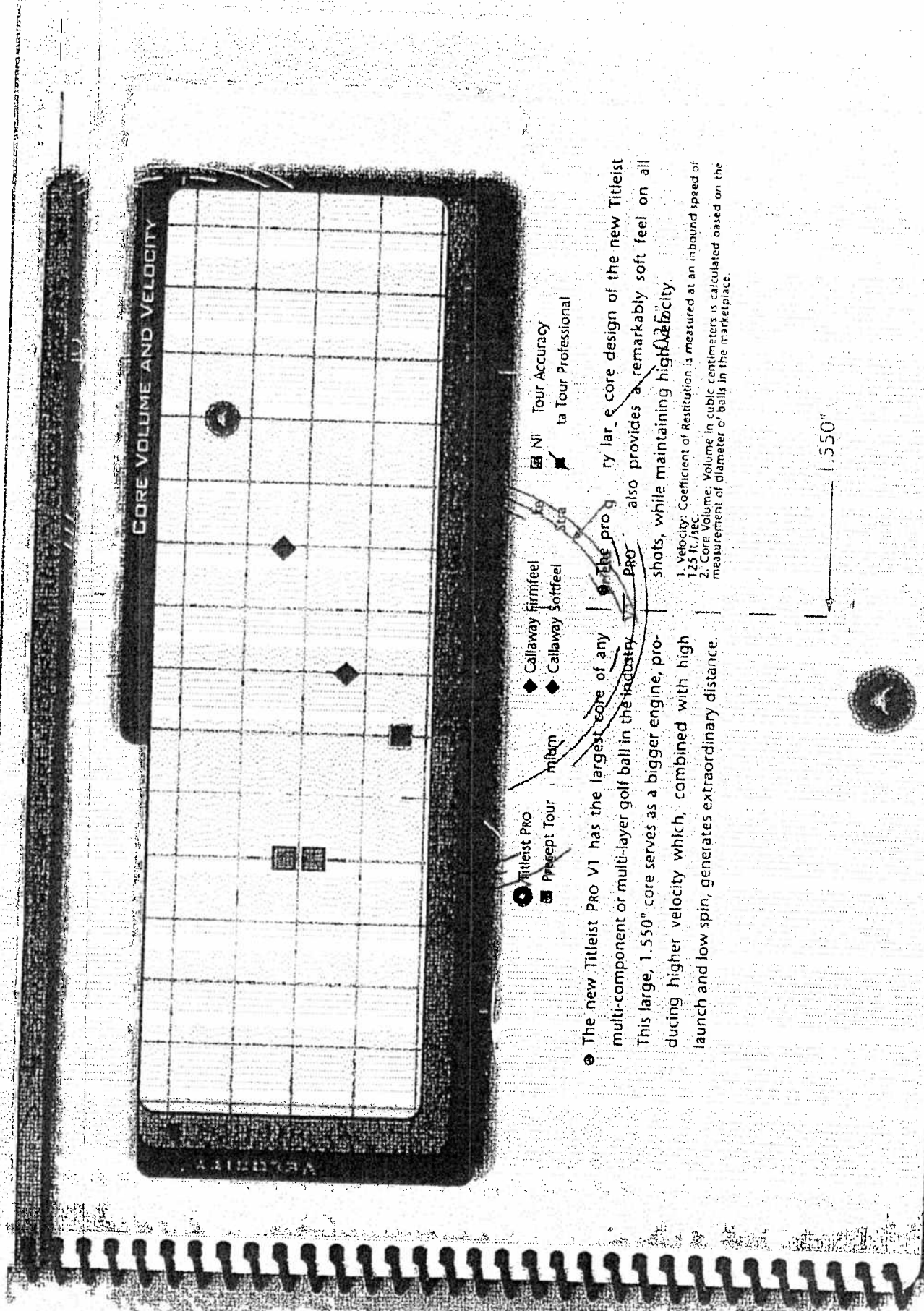
As the industry leader in large core technology, Titleist has pioneered many applications of large, solid core design toward maximizing velocity and distance with soft feel for golfers of all skill levels. From the 1.550" diameter core of the Titleist HVC®

introduced in 1991, to the current day HP Tour which features a 1.590" diameter core, Titleist continues to push the envelope in large core design and manufacturing, and in so doing provides solid core distance and performance unmatched by the competition.



1.55"



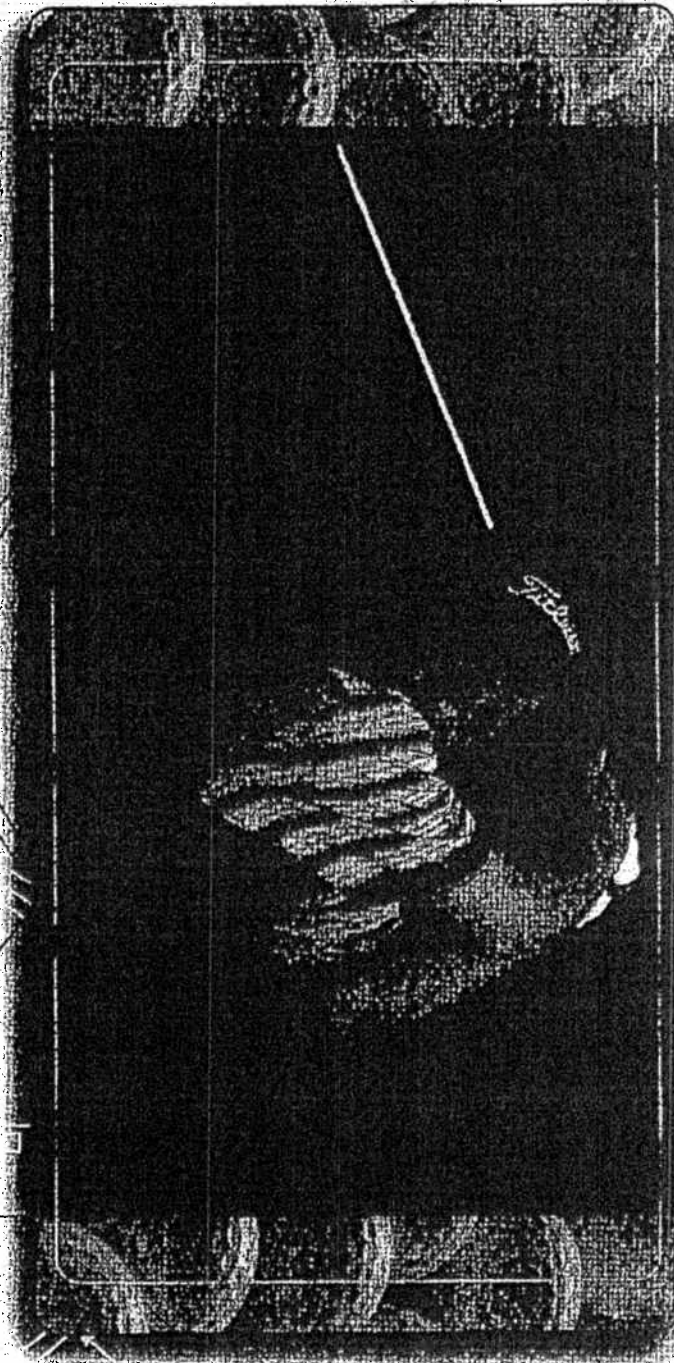


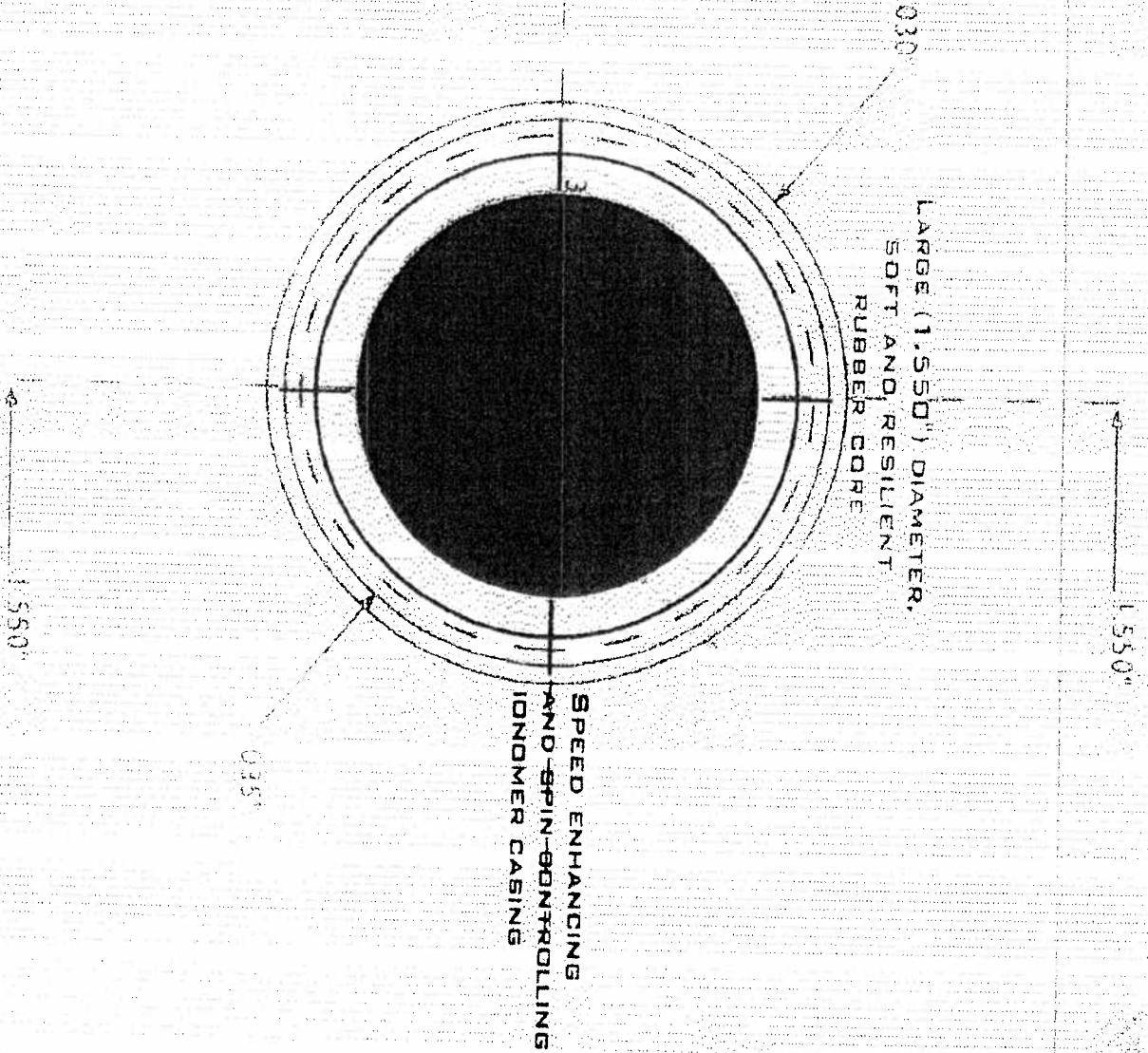
Titleist is the market leader in multi-component golf ball construction technology. Titleist has had industry leading market share positions with both double cover and dual core multi-component designs. No other manufacturer has the process

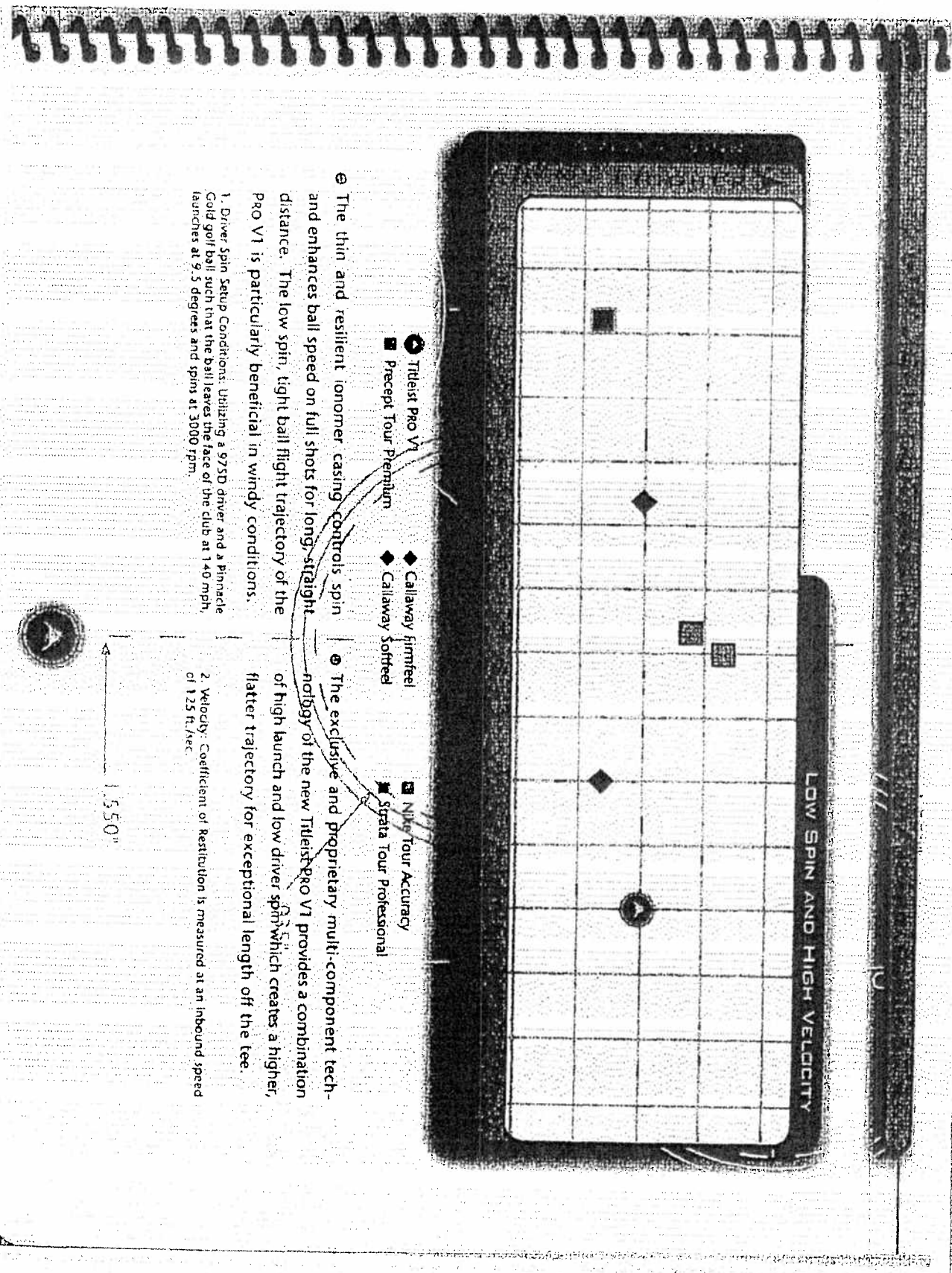
expertise as demonstrated in the new 3.5" Titleist Pro V1. The thin, resilient ionomer casing contributes to the high velocity of the Pro V1 and also controls the spin rate of the golf ball for tight ball flight and exceptional distance.



1.55"

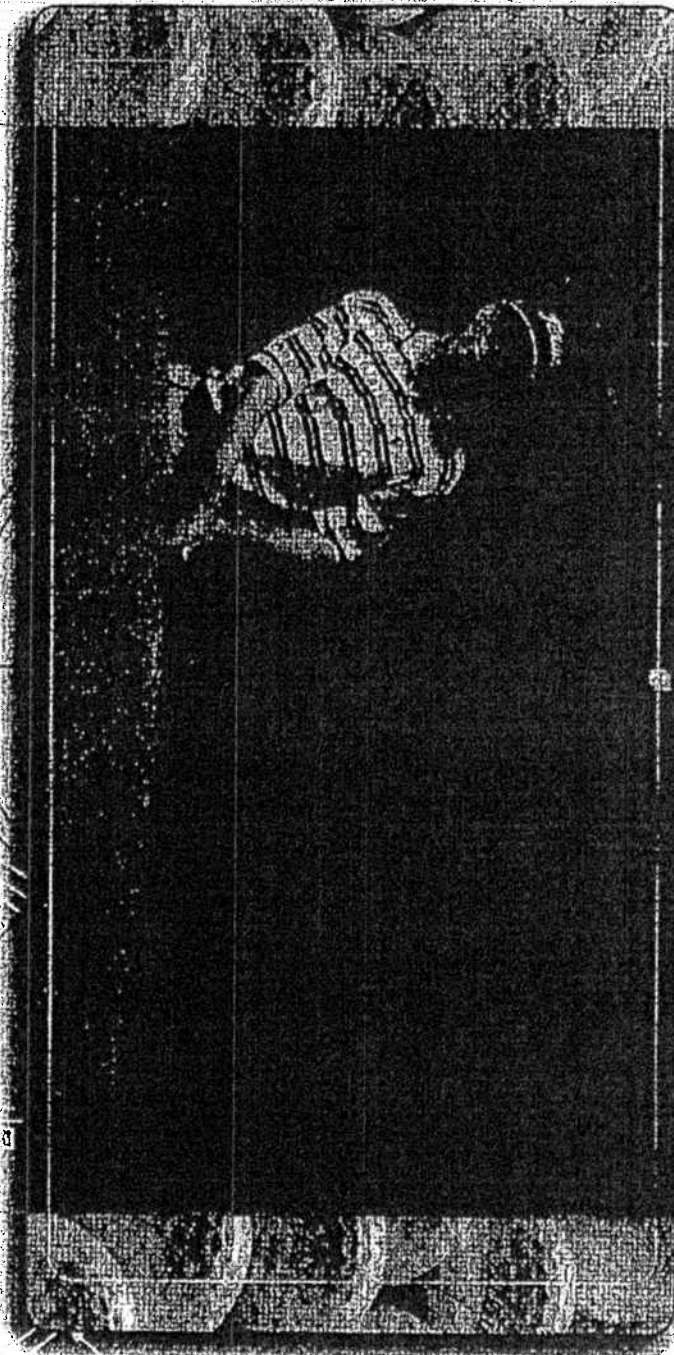


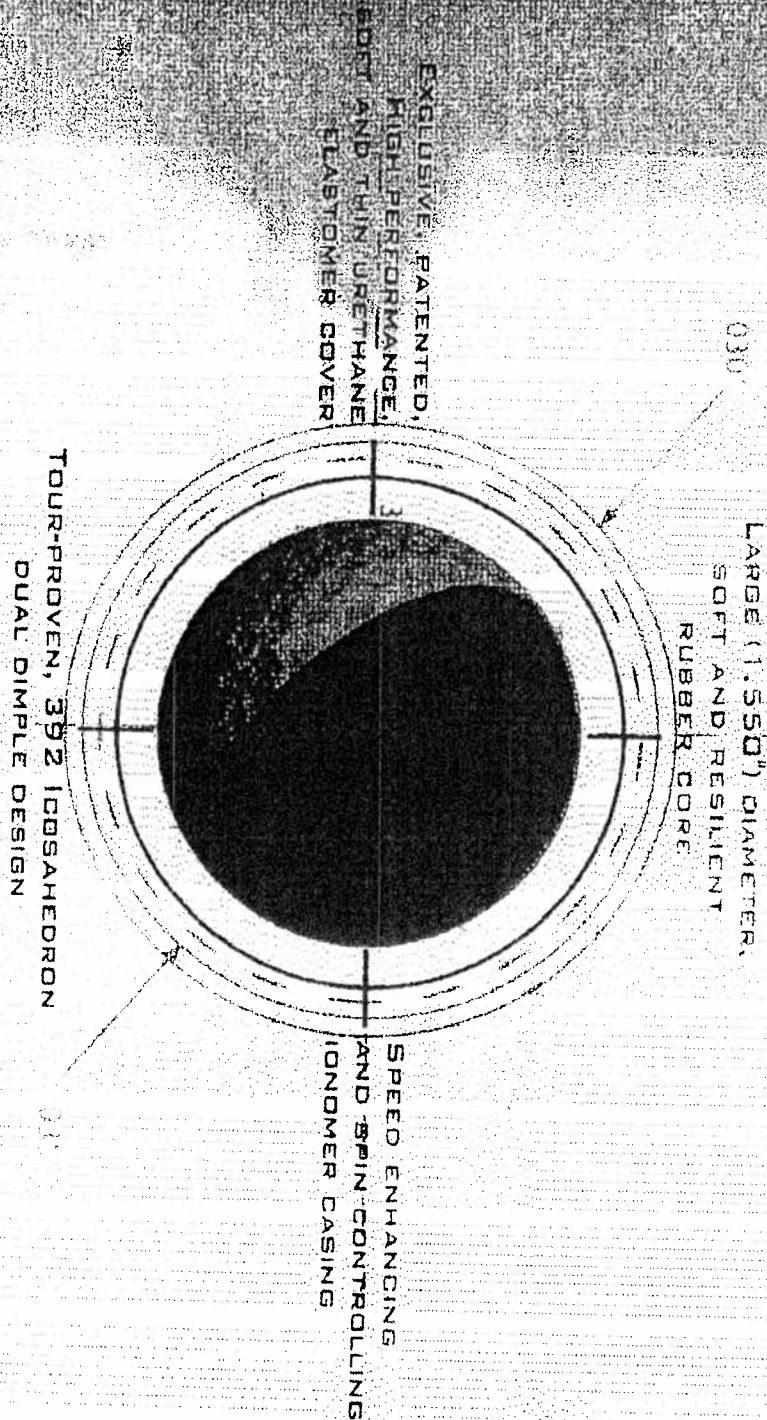




Titleist is the industry pioneer and sustaining market leader in Urethane Elastomer cover casting technology. First introduced in 1994 on the original Professional golf ball, Titleist cast Urethane Elastomer cover technology is the most played and most winning cover technology throughout competitive golf.

Continued research and development of Urethane Elastomer casting technology has resulted in an improved Titleist Professional in 1997 and the softer feeling, higher spinning Titleist Tour Prestige in 1999, as well as an extensive portfolio of exclusive Urethane Elastomer material and cover casting process patents.

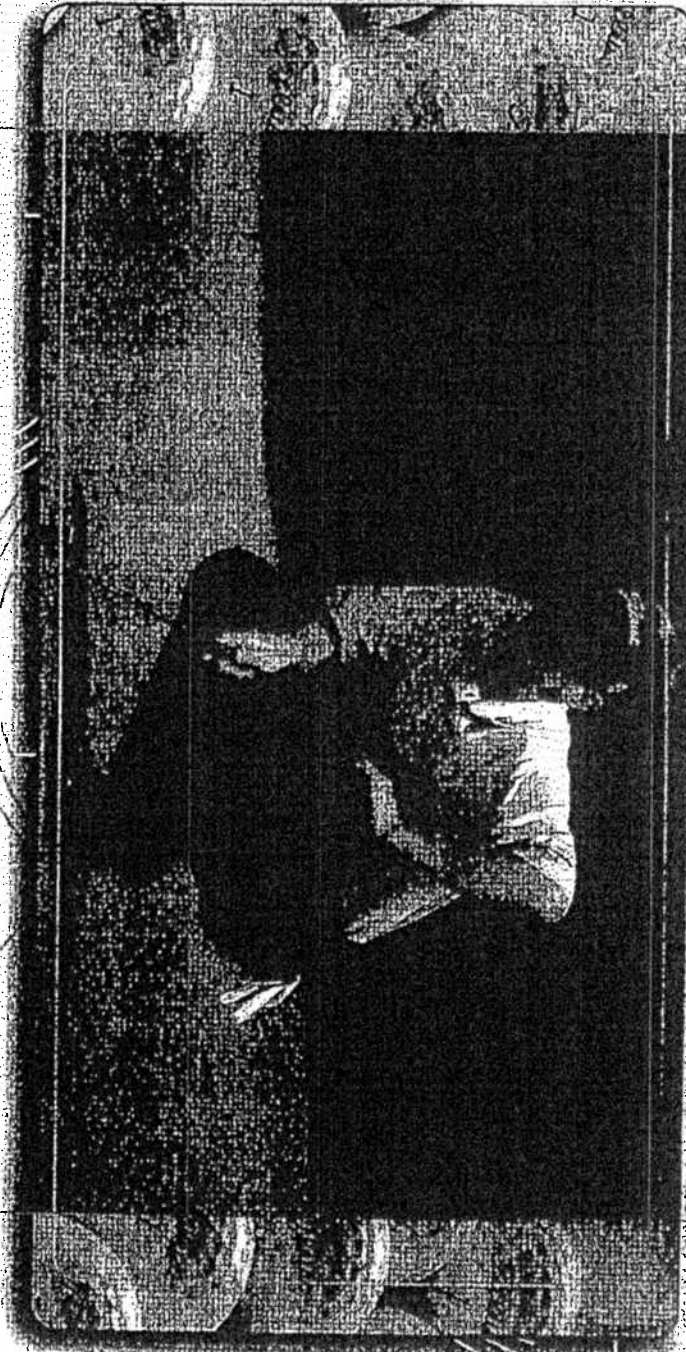




AC0044463

In the short-game, where swing speed is relatively low and precise shot-stopping control is at a premium, the surface of the golf ball dictates performance more than any other component. The new Titleist Pro V1 employs our thinnest and softest Urethane Elastomer cover which produces high short-game

spin for optimum shot-stopping versatility and control around the green. The soft cover formulation of the Pro V1 also provides the same soft putting feel delivered by the legendary, Tour-proven Titleist Professional and Titleist Tour Prestige golf balls, which is demanded worldwide by serious, discerning golfers.





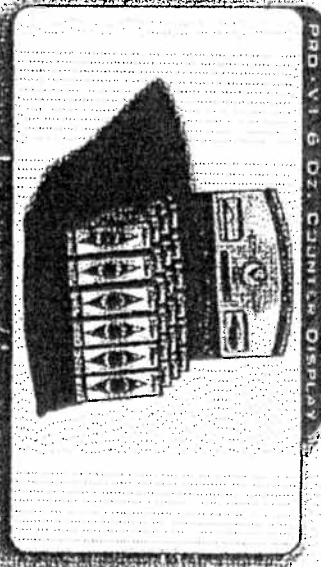
"I'm playing a game right now that is different from any game I've ever played. If you're not playing this ball, you're at a distinct disadvantage to the field."

823011 **Pinple, David** *My rebound: the complete golf ball comeback*. Boston, MA: Little, Brown, 1991. 208p. \$14.95. ISBN 0-316-03600-9. 1. Golf. I. Pinple, David. II. Title. III. Title.
 Automatic instant that complements my game and instant success.

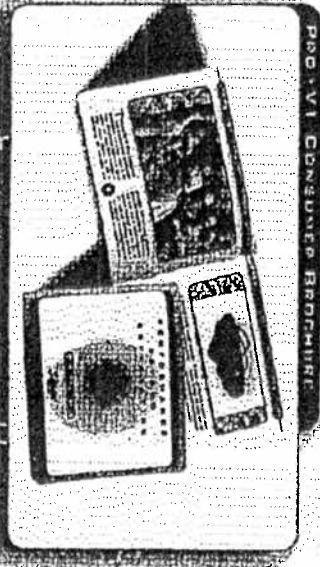
...big difference in my
...the greens, it's
...able to spin the
...more than I've ever
...before."

"The Pro VI is great. The ball goes farther and I spin the ball better."

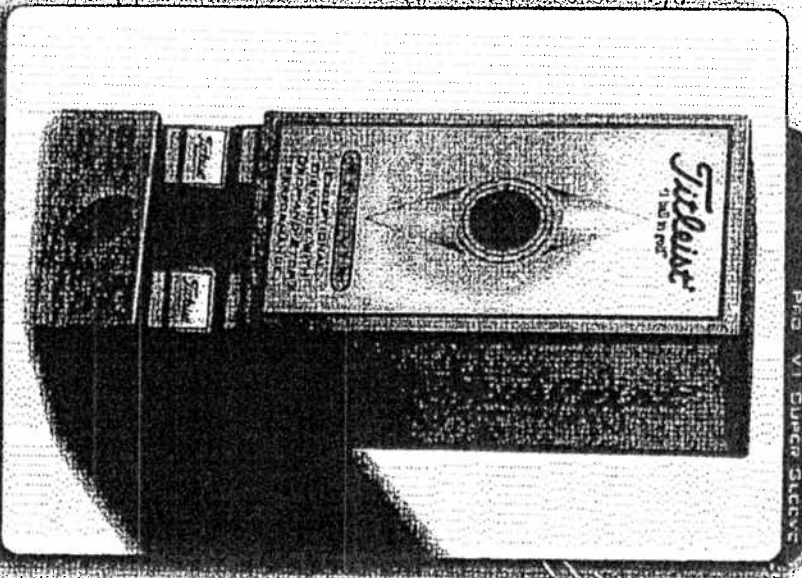
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The Jell-O counter display neatly merchandises twenty-four (24) three-ball sleeves and provides dynamic product feature and performance benefit information at point of sale. (SKU: 1TPV3-6)



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